

## Tips on Promoting Your Profession

Reaching out for media exposure – whether social or traditional media – doesn't come naturally to most NDs. Recognizing this, AANP's Public Education and Media Affairs (PEMA) Committee offers these tips:



- First and foremost, consider yourself the expert because you *are*. Reporters and bloggers will be interested in your message, so prepare to say it confidently.
- Identify the editor or reporter you want to pitch and go after that person. Let them know *why* you're approaching them – because of something they stated that you noticed – and it'll serve as a flattering entre.
- Develop a succinct and compelling message before you have the interview, and weave in a story. Personal anecdotes are always powerful!
- Keep your intended audience in mind – ask yourself how what you're saying is likely to be received.
- Last but not least, use your voice (whether written or spoken) to convey enthusiasm. The passion you feel for your profession is bound to come across, and that will impress.

If you'd like to delve deeper, an audio file is available. "Stand and Deliver: Media Training for Naturopathic Doctors" encompasses 4 presentations by PEMA speakers. The CD or MP3 can be ordered for just \$10 by clicking [here](#).

If *you* have media tips you'd like to share based on your own experience, please contact Mike Jawer, AANP Director of Government and Public Affairs, at 202-237-8150 or [mike.jawer@naturopathic.org](mailto:mike.jawer@naturopathic.org).